



NEWS RELEASE

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Voter Registration Week – Day 4: Jones Partners with Business & Tech Firms to Send Electronic-Reminder to Register to Vote!

More than 1 Million Email Users Sent Reminder to Register to Vote with Link to Secretary of State's On Line Voter Registration Form: <http://www.voteamerica.ca.gov/regvote.shtml>

SACRAMENTO --- Maximizing the use of technology to help spread the word, Secretary of State Bill Jones, with the help of numerous major employers throughout California, today sent more than 1 million emails to public and private sector employees throughout the state encouraging them to register to vote for the upcoming March 5th primary election. The statewide email campaign is part of the "Business and Technology" day of Jones' *Voter Registration Week* activities. The campaign uses the Internet to illustrate the ease and convenience of registering to vote without deviating from one's daily routine.

"The use of email is a quick, easy and inexpensive way of encouraging voter registration and participation. The electronic-reminder to register to vote that employees received also included a downloadable link to our on-line voter registration form – email users can register to vote in a matter of minutes," said Jones. "I'm pleased by the number of employers who share our goal of improving voter registration and the importance of reminding their employees to be sure they're registered to vote."

"Business and Technology Day" is the fourth day of Jones' seven-day *Vote America Voter Registration Week* where Californians will find an opportunity to register to vote as they go about their daily lives – where they work, where they shop, where they go to school and where they play. 1,017,632 emails were sent at 10:30 a.m. today from hundreds of private sector employers and public agencies (list attached) who have partnered with Jones to spread the word. Internet users can also access the on line voter registration form at <http://www.voteamerica.ca.gov/regvote.shtml>. Jones has conducted a full week of nonpartisan statewide voter registration drives since 1996.

Throughout *Voter Registration Week*, Jones will be working with thousands of public and private sector partners to provide potential voters with the opportunity to register to vote
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before the February 19, 2002 deadline. ***Vote America*** Voter Registration Week Partners include some of the state's leading grocery stores, small businesses, large corporations, industry trade associations, labor unions, dry cleaners, bookstores, Rock-The-Vote, the World Wrestling Federation and more.

The themes for each day of Voter Registration Week are:

- *Monday, January 28th -- Kick-Off of the week's events at the State Capitol*
- *Tuesday, January 29th -- Grocer's Day*
- *Wednesday, January 30th -- Education Day*
- *Thursday, January 31st -- Business/Technology Day*
- *Friday, February 1st -- Entertainment Day*
- *Saturday, February 2nd -- Family Day*
- *Sunday, February 3rd -- Sports Day*

The goal of ***Vote America*** is to provide every eligible voter with the opportunity to be a part of America and help protect democracy at its very core – the ballot box. In addition to registering voters, educating voters, and encouraging voter turnout, ***Vote America*** is also a volunteer recruitment program, asking voters to serve as poll-workers, host a polling place and more. Relying heavily on the combined efforts of the private sector, traditional voting and civic organizations, ***Vote America*** is continuously seeking new partners to help spread the word about getting involved in Democracy.

For more information about voter registration and voting, please visit the ***Vote America*** web site at www.voteamerica.ca.gov or the Secretary of State's web site at www.ss.ca.gov.